



Applicants:	E.B. Watson et al.	Attorney Docket No. MSFT121736
Application No.:	10/805,870	Group Art Unit: 2161
Filed:	March 22, 2004	Examiner: S. Metjahic
Title:	SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD	

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
	U9	2002/152204	A1	10/17/2002	Ortega et al.
	U10	2003/135490	A1	07/17/2003	Barrett et al.
	U11	2003/172075	A1	09/11/2003	Reisman

FOREIGN PATENT DOCUMENTS

*Examiner	Cite		Kind	Publication Date		English	
Initial	No.	Document No.	Code	(mm/dd/yyyy)	Country	Abstract Provided	Translation Provided
	F1	WO 02/27529	A	04/04/2002	WO		
	F2	WO 02/063514	A	08/15/2002	WO		

OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.
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NONE

Examiner	Date Considered
/Darnell Pouncil/	04/16/2008

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